

The Influence of Service Quality to Customer Interest of Patients at Bandung Adventist Hospital

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Abstract

This research aimed to: (a) assess the quality of the service and interest of Bandung Adventist Hospital customers and (b) determine if service quality is related to customer interest. This study used a quantitative approach. The population was specified as Bandung Adventist Hospital's customers, and the samples were patients in second and third class rooms with 40 respondents. The researcher used questionnaire with 8 indicators. The result of this study are as follows: (a) the respondents perceived that the service quality was good, (b) the customer interest was also good, (c) and the correlation analysis showed that there was a significant relationship between service quality and customer interest of patients in an Adventist hospital in Bandung.

Keywords: *service quality, customer interest*